



PORTABLE SIGN PERMIT APPLICATION

Old Town Winchester Primary & Secondary District

Permit # _____

Date of Application: _____

Business Name & Address where sign will be displayed: _____

Contact Information:

Name: _____

Cell phone: _____

Address: _____

Work phone: _____

Email: _____

Home phone: _____

Signage Information:

1. Purpose of Sign: _____
2. Dimension of Sign: _____
3. Type of Construction: _____
4. Proposed distance and position as related to storefront: _____
5. Attach a photo, diagram or drawing to this application. Please be sure to include dimensions on the drawing or diagram.
6. Include a \$10 fee payable to the *Treasurer, City of Winchester*.

Signature of Applicant: _____

Signing this application verifies that you have read and understand the attached guidelines.

FOR OFFICE USE

Date received: _____

BAR Approval: ☐ Yes ☐ No

Portable Sign Approval: ☐ Yes ☐ No

Return application & fee to:

Old Town Development Board
2 North Cameron Street, Suite 100
Winchester, VA 22601
For more information, 722-7576
winmainst@ci.winchester.va.us

COMMENTS OR CONDITIONS



PORTABLE SIGN PERMIT APPLICATION

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Old Town Winchester Guidelines for Portable Signs

The character, charm, and appeal of an area are greatly influenced by the quality of signage advertising the businesses therein. Please assist with the professional and upscale look of Old Town by compliance with the portable sign guidelines. Your business will be enhanced by good, professionally produced signs. Your exterior signs speak to the community about the quality of your business.

The Board of Architectural Review and the Old Town Development Board are making every effort to assist businesses in displaying advertising signs that are appropriately designed, executed, and maintained in such a fashion as to be complementary to the overall appearance of Old Town.

General Instructions

1. The business owner is responsible for getting the sign design approved when applicable and for maintaining the sign. The Board of Architectural Review will do sign review with representatives from the Old Town Development Board present at the joint meeting.
2. The business owner shall cease to display the sign immediately upon ceasing to do business of the type advertised by the sign. A new owner of the same business must apply for a new sign permit.
3. The business owner shall hold harmless and defend the Old Town Development Board and the City of Winchester from any claims or actions brought by any person or reason arising out of the construction, display and/or maintenance of the sign.
4. If at any time the sign is not maintained as originally approved, the sign permit may be reviewed by the Board of Architectural Review and the Signage Committee of the Old Town Development Board for consideration of removal.

Construction Guidelines

1. Signs with metal or wood substrates must be professionally lettered by hand or vinyl letters. No paper, poster board, or typing paper signs permitted.
2. Chalkboards and dry wipe signs must have a professionally executed heading such as "Today's Menu", "Special Sale", etc.
3. All signs must be framed unless they are a cut-out character form. All framed signs and wood easels must be stained or painted.
4. Portable signs will not be illuminated or include audio equipment.
5. Signs will not exceed 6 square feet per side (total of 12-sq. ft. for an A-frame). Easels must not be taller than 6 feet.
6. No more than one portable sign per side of a building will be displayed at one time.
7. The position of sign placement must be such that it will not obstruct the fire lane or store entrance.
8. Construction must be such that the sign will be weighted against falling or blowing over.